

COURSE NAME: PLANNING AND MEDIA IN ADVERTISING

UFV CODE: 1343 **ECTS:** 6.0

TYPE OF COURSE: T, 1C

INTERNATIONAL CODE: ADP1343 **YEAR:** 5

REQUIREMENTS: ADP13225

OBJECTIVES: To learn how to use sources and information from media research and how to apply it to programming audiovisual media, content design in print media and the choice of media for advertising campaigns

COURSE DESCRIPTION: To know the sources of research about the media, the parameters and criteria by which it is measured and the scope of information about advertising and media agencies, advertisers and the media. At the end of the course students will apply the concepts learnt to practical cases in which they will recommend a strategy and media plan to a fictitious client

BIBLIOGRAPHY: GONZÁLEZ LOBO, M.A.: Curso de Publicidad. Eresma & Celeste Ediciones 2ª Edición, Madrid 1998

METHODOLOGY: Explanations by the professor and active participation by the student.

Theoretical classes to cover the material and then practical classes. Explanation of practical examples

EVALUATION: Students will carry out a piece of work at the end of the course in which they will carry out strategic and media planning on a topic set by the professor

PROFESSOR: To be appointed **LANGUAGE:** Spanish